



The Halyard

We can not control the wind but we can adjust the sails

A weekly newsletter for Virginia's Library Media Specialists
March 19, 2004



View From The Crow's Nest

Bob Berkowitz says it better than I ever could. Thank you to Kathy Lehman, president-elect of VEMA for sharing this article with me.

Capitalizing on Teaching to the Test, *School Library Journal* for March 1, 2004

BY BOB BERKOWITZ -- 3/1/2004

The lives of students and everyone involved in their education are increasingly revolving around tests. Teachers are narrowing their curriculum to teach to the test. School administrators are becoming score obsessed.

Testing is here to stay. So library media specialists must find positive, progressive ways to respond to what we know is an expectation in our schools—and a natural part of instruction and accountability.

Encouraging teachers and administrators to "invest" in school library media programs and take advantage of the expertise of school library media specialists are key. To move forward, we should ask some important questions: Are school library media specialists educational leaders? Do school library media programs unite the content areas and promote integration of content and process skills? Do library media programs respond to the needs of each student? Do library media programs impact student performance? The articles in this issue address these questions and more.

As I travel the state, I am seeing more and more LMS who are gathering the evidence we need to show how important school library programs are to the education of our children. Remember to send your principals, your instructional leaders and your grade level chairs a list of what SOL you plan to teach in the coming weeks or a list of what you have done during this past weeks.

I had a new perspective this past week about being the invisible librarian. We are invisible because we do our job so well and so the principal does not have to be concerned about what is happening in our libraries. They know that we are doing great jobs. So in a way, it is a compliment to be invisible. (left-handed compliment for sure, but better than none!).

Down With DVD Dooming Damage

Consumer demand for DVDs is increasing and if your library has not yet felt this trend you soon will. The result is a marked increase in DVD production and variety of content. For example, in non-theatrical children's programming alone, about 280 titles were released on disc last year — up from just 62 in 2000. (DVD Release Report, as reported in *The Hollywood Reporter*, October 22, 2003). Further, there is a growing trend toward more intelligently programmed add-on content on DVD releases — rather than just slapping spare footage on the disc additional programming is now often planned from outset of feature production. All of this signals that the DVD is maturing as a medium and it is here to stay.

But, as many libraries have discovered, DVDs are more subject to damage and can have a significantly shorter useful life in circulation than CDs. It makes one wonder if "DVD" stands for Digital Video Disc or Damaged Video Disaster? In fact, DVD damage and premature DVD failure is enough of a problem for some libraries that the issue is getting some attention from a range of sources.

For information on the care of DVD <http://www.ssdesign.com/librarypr/index.html>

Library Lovers Promotional Calendar of Ideas

Use this calendar to plan your library support related events, fundraisers, programming and newsletters.

<http://www.librarysupport.net/librarylovers/calendar.html>

Free Resources

Thomson Gale offers free resources designed to aid you and your patrons in any research or acquisition decisions.

http://www.galegroup.com/free_resources/index.htm



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